October 27, 2016

Sol Blumenfeld, Director
Culver City Community Development Department
City Hall 3rd Floor
9770 Culver Boulevard
Culver City, CA 90232-0507

Reference: Proposal for Consultant Service to Conduct a Visioning Study and Prepare Recommendations for the Culver City Transit Oriented Development (TOD) District

Dear Mr. Blumenfeld,

Johnson Fain is pleased to submit this proposal and our qualifications along with those of our multi-disciplinary design and engineering team for the above-referenced project. Johnson Fain will be the prime, leading the team and providing urban design, planning and traffic planning expertise. We will be joined by Steer Davies Gleave, international mobility and multi-modal transportation and traffic planning experts; and KOA Corporation who will provide their traffic engineering and transportation planning expertise. A number of the proposed key staff have worked together, including myself, David Alpaugh (Johnson Fain), Andrea Pavia (Steer Davies Gleave) and Joel Falter (KOA Corporation). We collaborated on the Culver City Washington and National Transit Area Specific Plan.

Our team is particularly well-positioned to undertake the Culver City Visioning Study as we have provided similar services for numerous civic entities and have great depth and breadth of experience working with community groups, elected officials and City staff. A few of our relevant projects that demonstrate our ability to deliver planning, design and innovative mobility recommendations include:

- Culver City Washington and National Transit Area Specific Plan | Culver City, California
- Culver City Triangle Site | Culver City, California
- Anaheim Resort District Transit Center Master Plan | Anaheim, California
- Fullerton Transportation Center Master Plan | Fullerton, California
- Go Glendale (TMA) Management | Glendale, California
- Transit Oriented Community Guidelines | Vancouver, Canada
- Santa Monica Transportation Management Organization | Santa Monica, California
- Moscow Transit Hubs: First | Last Mile | Moscow, Russia
- Transit Zoning Code | Santa Ana, California
- Culver City Washington and National Transit Area Specific Plan Environmental Impact Report Traffic Analysis | Culver City, California
- Fullerton Transportation Center Master Plan Environmental Impact Report Traffic Analysis | Fullerton, California
- Washington Boulevard Gold Line Transit Oriented District Study | Southern California Association of Governments
- Long Beach Transit Eastern Regional Transit Center Feasibility Study | Long Beach, California

We are very excited about your project and look forward to the prospect of again working with you. Culver City is a unique Southern California city with an enviable location. To continue to ensure its character and uniqueness it is vitally important to plan for the future and establish strong and appropriate visions and goals that solve transit and mobility issues and reduce congestion and cut-through traffic while improving the mobility experience. I am confident that the Johnson Fain team can provide the planning and design leadership, collaborative effort, budget sensitivity and level of service that the Culver City Visioning Study and Recommendations for the Transit Oriented Development District project will require.

We invite your review of the enclosed material and look forward to the next steps in your selection process. Should you have any questions, please call or e-mail me at wfain@johnsonfain.com or David Alpaugh, dalpaugh@johnsonfain.com. Thank you for considering Johnson Fain.

Sincerely,

William H. Fain Jr. FAIA
Partner, Urban Design + Planning

2 Firm Qualifications

Johnson Fain - During the past 28 years of professional experience in the United States and overseas, Johnson Fain has established itself as an architecture, planning and interior design firm known for its creative approach to the built environment. Scott Johnson, FAIA, Design Partner, and William H. Fain, Jr., FAIA, Partner for Urban Design and Planning, lead a diversified office of 55 professionals. The firm has received many awards for design excellence. During the last decade, the American Institute of Architects has recognized Johnson Fain with numerous awards at the national, state and local levels.

Each project is carefully designed to specific client needs, program, technical requirements and budget. Every assignment presents the opportunity to develop a uniquely appropriate design solution. This philosophy is fundamental to the firm. Our primary design objective is to identify and resolve the specific issues required by each assignment. Particular emphasis is placed upon defining not only project scope and intent, but also budget and schedule at the inception of the design process. Attention to all levels of detail and close client communication continue throughout the duration of the project to ensure the best possible match of client needs, design intent and cost effectiveness.

Urban Design and Planning - Projects have included master plans, new town plans, facilities master planning, general and specific plans, site feasibility, and land use analysis for a variety of clients and diverse industries including: aviation, universities, media, public agencies, cities, the United States and international governments, resorts, private and public development, and redevelopment. Each assignment and solution is approached in a thoughtful, responsive and analytic manner appropriate to the project. Similar planning projects and experience includes:

- Culver City Washington and National Transit Area Specific Plan | Culver City, California
- Culver City Town Plaza | Culver City, California
- Culver City Triangle Site | Culver City, California
- Anaheim Resort District Transit Center Master Plan | Anaheim, California
- Fullerton Transportation Center | Fullerton, California
- HemisFair Park Area Master Plan | San Antonio, Texas

Steer Davies Gleave - Launched in 1978, Steer Davies Gleave has become one of the world's leading independent transportation consulting firms. Our firm is focused on the planning and development of transportation programs that encourage the use of sustainable alternatives and reduce drive alone trips and vehicle miles travelled. As a firm, we understand that a highly efficient, multi-modal transportation system, seamlessly integrated with surrounding land use and the urban realm, will ultimately achieve meaningful transportation behavior change.

Headquartered in London, with offices in Los Angeles, Boston, New York, Canada, Europe, and Latin America, Steer Davies Gleave has a project backlog of $25 million and over 350 staff globally. Our diverse staff brings our extensive European experience supplemented by a global and local perspective to the challenges faced by Culver City. Steer Davies Gleave has built a comprehensive portfolio working in the US, further details can be found on our website at www.na.steerdaviesgleave.com.

Design for Movement - We offer a multi-disciplinary approach based on understanding and integrating the needs of people, transport and movement to help realize sustainable, accessible, and engaging design solutions. We can visualize project concepts through 3D environments, and integrate these with the outputs of micro-simulation models to generate compelling video simulations. We have developed award winning brand and communication strategies, information graphics, maps and technical documents for many clients around the world. A web-portfolio of selected projects can be found at dfm.steerdaviesgleave.com.

- Go Glendale TMA | Glendale, California
- Santa Monica TDM Planning | Santa Monica, California
- Orange County Complete Streets Initiative Design Handbook | Orange County, California
- Greenway Plaza | Houston, Texas
- Puerto Rico Complete Street Plan and Design Guide | Puerto Rico, USA

2 Firm Qualifications

KOA Corporation - Founded in 1987, KOA Corporation is a leading provider in traffic engineering, transportation planning and construction management services for public agencies and private sector clients. We offer our clients technical knowledge, innovative solutions and responsive services. The hallmark of our success is our dedication to the success of each and every project and our desire to leave a legacy of extraordinary contributions to our communities. Our staff includes certified transportation planners, registered civil and traffic engineers, project/construction managers, and construction inspectors. KOA has provided engineering services for some of the largest public works and transportation planning projects throughout California.

KOA has conducted a wide variety of transportation planning and traffic impact studies for public and private developments throughout Southern California. Nearly a third of our staff members are transportation planners. These planners are able to define, offer mitigation options and design solutions to transportation concerns identified by a study. KOA has prepared studies for numerous public sector jurisdictions, each with varying requirements. The reports are always ready for inclusion in environmental documentation, once reviewed by the agency/applicant.

- Washington/National Specific Plan EIR | Culver City, CA
- Washington Boulevard Gold Line TOD Study | Southern California Association of Governments
- Mangrove Estates Mixed Use, Transit Oriented Development Project | City of Los Angeles
- South Bay Metro Green Line Extension
- La Cienega TOD
- Temple City Rosemead Boulevard Safety Enhancements Design/Study | Temple City, CA

References

Johnson Fain

Solano County Government Center, Health & Social Services Building and Public Health Clinic, Lab & Forensic Laboratory - Kanon Artiche, AIA, Deputy Director of General Services | County Architect | County of Solano | 675 Texas Street, Suite 2500 | Fairfield, CA 94533 | 707 784-7908, kartiche@solanocounty.com

Los Angeles County - Derryk Ly, Senior Civil Engineer, Project Management Division II, County of Los Angeles, Department of Public Works | 900 South Fremont Avenue, 5th Floor | Alhambra, CA 91803 | 626 300-3243, DLY@dpw.lacounty.gov

Queensway Bay Parking Structure and Douglas Park Design Guidelines - Amy Bodek, Director, Long Beach Development Services | City of Long Beach | 333 W. Ocean Boulevard, Floor 3 | Long Beach, CA 90802 | 562 570-6428, amy.bodek@longbeach.gov

Steer Davies Gleave

City of Santa Monica, Mobility Division - Colleen Stoll, Transportation Demand Program Manager | 1685 Main Street, Room 115 | Santa Monica, CA 90401 | 310 458-2201, colleen.stoll@smgov.net

The Walt Disney Company - Luana Huber, Director, Corporate Citizenship | 500 South Buena Vista Street | Burbank, CA 91521 | 818 460-5797, luanna.huber@disney.com

Orange County Council of Governments - Marika Poynter, AICP, Project Manager, City of Irvine | 1 Civic Center Plaza | Irvine, CA 92623 | 949 724-6456, mpoynter@cityofirvine.org

KOA Corporation

City of Los Angeles, Various Projects - Tomas Carranza, Senior Transportation Engineer | Los Angeles Department of Transportation | 100 South Main Street, 9th Floor | Los Angeles, CA 90012 | 213 972-8476 or 310 642-1624, Tomas.Carranza@lacity.org

Long Beach Transit Eastern Regional Transit Center Feasibility Study - Shirley Hsaio, Service Planning Manager | Long Beach Transit | 333 West Ocean Boulevard, Long Beach, CA 90802 | 562 599-8540, shsiao@lbtransit.com

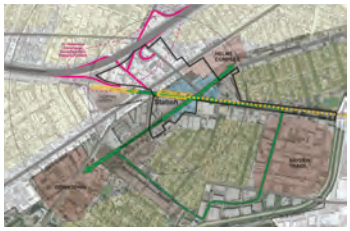
City of West Hollywood, Various Projects - Bob Cheung, Senior Transportation Planner | City of West Hollywood | Community Development, Long Range and Mobility Planning | 8300 Santa Monica Boulevard | West Hollywood, CA 90069 | 323 848-6346, BCheung@weho.org

3 Firm Experience - Johnson Fain

CULVER JUNCTION SPECIFIC PLAN

Washington/National Transit Area Specific Plan

Culver City, California



The Washington/National Transit Area lies east of downtown Culver City at the Exposition Light Rail station. Historically the district was a significant crossroads of cow paths, rail lines, and highways known as Culver Junction, and later, the site of film studios of industry legends such as William Ince, Cecil B. deMille, and Hal Roach. Recently, the emergence of a lively arts and media neighborhood and the growth of the Hayden Tract into a successful home of technology has placed the Washington/National area at the fulcrum of development in Culver City.

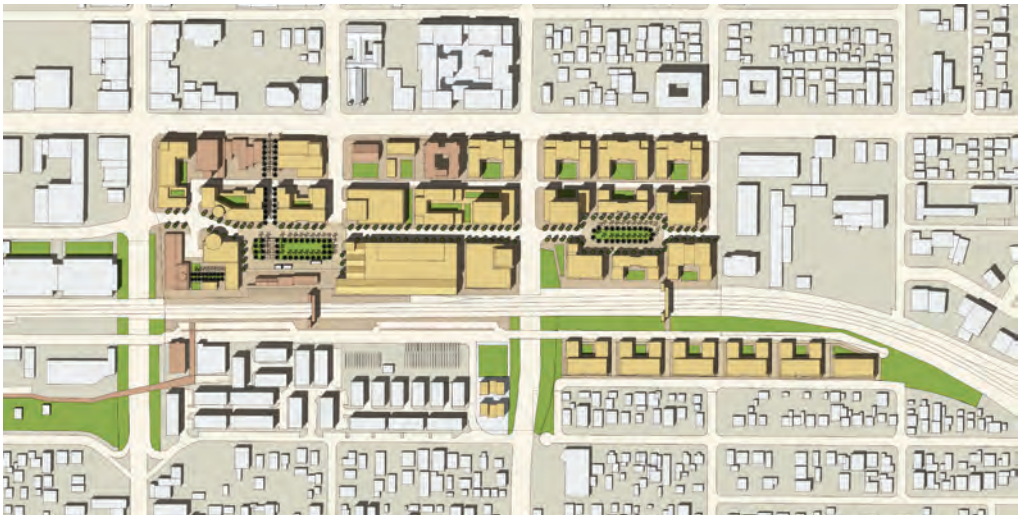
The City of Culver City and the Culver City Redevelopment Agency selected Johnson Fain for urban design, land planning, mixed use, transit-oriented development and environmental analysis to complete a Specific Plan and CEQA analysis to guide future growth in the Washington/National Transit Area. The adopted Specific Plan will streamline the development entitlement process by allowing conforming development to be approved at an administrative level. Completion of both the Specific Plan and CEQA analyses will allow development to occur in a planned manner and reduce the burden of detailed environmental review and potential EIRs for specific developments that are consistent with the Specific Plan.

Work on the Culver Junction Specific Plan began with discovery and analysis of the history, existing conditions, current trends and forces, and development opportunities surrounding the anticipated arrival of light rail rapid transit to the neighborhood. City staff and the consultant team prepared extensive documentation of these conditions, meeting with prospective developers and conducting two public workshops in the area. With about 100 participants, the first public workshop explored the characteristics of a "great neighborhood" that residents would want to see in Culver Junction. The second workshop engaged participants in constructing models of future development as they considered "neighborhood building" and the physical form the neighborhood might take. Subsequent to these workshops, City staff and the consultant team summarized the opinions expressed through these interviews and processes, and interpreted them in the context of good planning principles for incorporation into a plan with supporting policies and provisions.

FULLERTON TRANSPORTATION CENTER

Fullerton, California

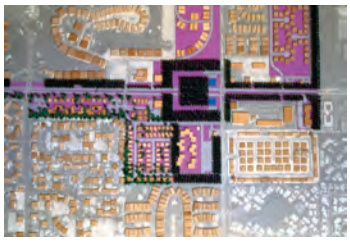
Johnson Fain partnered with the Fullerton Redevelopment Agency to plan and develop the Fullerton Transportation Center, a 35-acre transit-oriented district anchored by the multi-modal Fullerton Depot. The center will leverage current and future transit ridership to create a vibrant new mixed-use district in downtown Fullerton. The plan includes transit-oriented housing and commercial development along with provisions for pedestrian, bicycle, bus and automobile access. Johnson Fain provided various scenarios for the Fullerton Transportation Center, reflecting the emphasis on a variety of conceptual frameworks: Main Street, Cultural Necklace Artist's District, and Garden District. These concepts were presented in community workshops, and the feedback incorporated in the four alternative concepts.



3 Firm Experience - Johnson Fain

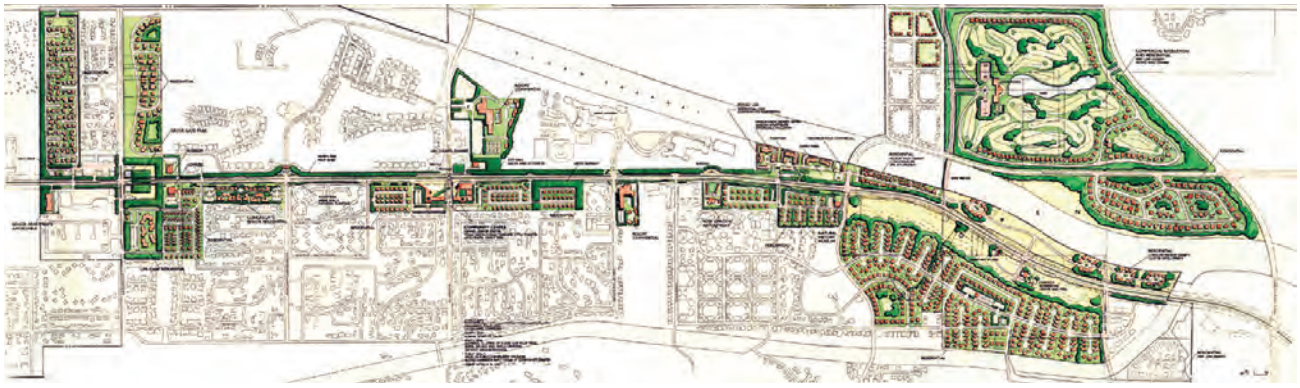
HIGHWAY 111 CORRIDOR SPECIFIC PLAN

Indian Wells, California



Johnson Fain developed an Urban Design Plan for the 3-1/2 mile main highway corridor in this desert resort/ residential community, and recommended land uses, circulation improvements and landscape features as part of an integrated design, to be implemented by means of development controls and Urban Design standards in a Specific Plan. The Specific Plan includes a combination of residential, resort, open space and community/institutional uses. In addition, the Highway 111 Corridor plan proposes a landscape zone on both sides of the Highway. The north side of the Highway is characterized by major resort, hotel and recreational uses, including an 18-hole golf course.

In keeping with these large-scale developments and recreational areas, the north landscape zone includes formal arrangements of date palms in multiple rows, evenly spaced along the roadway creating a more formal edge while smaller scale hotels and single family houses to the south are complemented by a more informally landscaped edge. The project provided a unique opportunity to guide development with reference to the heritage of the town, to capture elements of the real desert within the town boundaries, augment the public realm with cultural and civic amenities, and provide a realistic plan for future development.

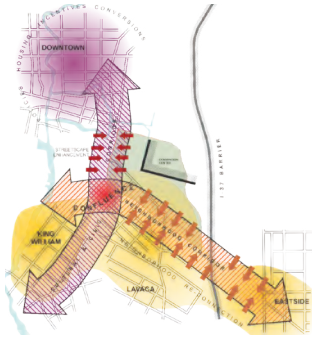


HEMISFAIR PARK AREA MASTER PLAN

San Antonio, Texas

The HemisFair Park Area Master Plan establishes a vision for the redevelopment the San Antonio's Hemisfair Park, a 96-acre site immediately adjacent to downtown and its renowned Riverwalk. Since its use as the site for the 1968 San Antonio World's Fair, HemisFair Park has sat with unrealized potential for catalyzing new development at the core of America's seventh largest city. In 2010, the city appointed a special commission to oversee the redevelopment of the HemisFair site that would re-connect it to its surrounding neighborhoods and also attract new residents back to the downtown.

Johnson Fain guided the planning process with substantial participation by residents and other stakeholders from all over the city. More than 750 people participated in a series of three public workshops and numerous smaller group work sessions to define the program for the site and to prepare a strategic framework for its development. The master plan builds from community-vetted principles to describe an achievable future for the HemisFair Park site and its surroundings. It specifies a plan for land uses, street grid and parcelization, and parks and open space programming, and provides guidelines for design and development of the site. The plan improves the quality and size of the public parks, introduces a mixed use concept to the area, and reconnects the site to the historic neighborhoods it adjoins.



3 Firm Experience - Johnson Fain & Steer Davies Gleave

CULVER CITY TRIANGLE SITE

Culver City, California

The Culver City Triangle Site encompasses numerous parcels, involves coordination with multiple agencies including the City of Culver City, the Los Angeles Metropolitan Transit Authority, and the City of Los Angeles, and is the most complex of the first phase catalytic projects planned for the Exposition Line light rail station at Washington and National Boulevards in Culver City. It is also arguably the most important given its direct relationship with the transit station. The site is approximately 7.9 acres in size.

The project includes development of up to 380 residential apartments and/or condominiums, 200 hotel rooms in a boutique hotel, 95,000 square feet of retail, and 128,000 square feet of office. Parking will be provided for all of these uses in structured levels below the development and lined with ground floor commercial frontages with a pedestrian-friendly architectural treatment. Additional public parking will be provided for transit use, with up to 500 parking spaces dedicated to that purpose.

CULVER CITY TOWN PLAZA

Washington/National Transit Area Town Plaza

Culver City, California

Culver City, known as the Heart of Screenland has a strong entertainment history and is home to two active movie studios and numerous entertainment-related companies. Its Downtown has gone through a renaissance in the last decade with active sidewalks fronting prominent food establishments, and as part of this new infusion of energy, the City recognized the need to celebrate its urban core with a meaningful Civic space. The project will take the existing Town Plaza tucked behind existing buildings, and significantly increase its size through the realignment of Washington Boulevard and establish a true public face along Culver Boulevard. The expanded area will result in an improved pedestrian oriented Downtown with landscaped areas, sitting opportunities, and outdoor dining spaces while providing a generous community gathering place for larger events such as outdoor shows, book fairs, art exhibits, food festivals, ceremonial events, film projections, sporting events, and musical/theatrical productions.

The concept for the Town Plaza is a tribute to the City's rich history and entertainment heritage through the use of interactive public art pieces; banners/ projection screen with artistic graphics; water feature that emulates the Ballona Creek's historical path though the City grid; artistic LED lighting marking the intersection of former railroad tracks once adjacent to the site; highlighting the former property line between the historic Rancho Rincon De Los Bueyes and Rancho La Ballona by use of color, pattern, and elevation changes. The design is complimented with a variety of hardscape elements, landscaped areas, and multiple seating spaces.

steer davies gleave

GO GLENDALE (TMA) MANAGEMENT

Glendale, California

The Glendale TMA, founded in 1989, was one of the first in the region—a response to the state's recently introduced air quality regulations and infamous traffic congestion. Under the leadership of now-retired Director Brooke Geer-Persón and a set of influential Board Members from companies such as Disney Imagineering, Dreamworks Studios and Nestlé, the TMA was successful in responding to the new regulations impacting employers. They established the organization's role as a centralized resource for commuter information and assistance, promoting transit, van/carpool, biking, walking. The organization's Board of Directors hired SDG in November 2013 to assume management of the TMA's operations following Brooke's retirement. Duties include general administration and bookkeeping, membership development, providing services and TDM programs to members and involvement in local committees.

3 Firm Experience - Steer Davies Gleave

TRANSIT ORIENTED COMMUNITY GUIDELINES VANCOUVER

TransLink - South Coast British Columbia Transportation Authority
Vancouver, Canada

After successfully developing TransLink's Transit Passenger Facility Design Guidelines in 2010, Steer Davies Gleave was retained to develop complementary Transit-Oriented Communities Design Guidelines to more clearly articulate the importance of community design in supporting transit and active travel modes. The conscious decision to refer to transit-oriented communities rather than transit-oriented development was to expand the scale of the Guidelines from site-level development guidance (e.g. TOD) to the wider area of influence around rapid transit (800 m/0.5 mi) and frequent transit (400 m/0.25 mi) services as well as providing guidance on the relationship between land use and transportation planning at the corridor and network scale.

The Guidelines are built around a framework of six 'D's: Destinations, Distance, Design, Density, Diversity and Demand Management. Each of these themes represents a core goal of transit-oriented communities: Destinations: Coordinate land use and the transportation network. Distance: Create a transit supportive urban structure and street network. Design: Create a high-quality public realm. Density: Concentrate and intensify activities near transit • Diversity: Encourage a mix of uses . Demand Management: Discourage unnecessary driving.

The Guidelines also include a section on understanding the local context for land use and transportation planning in Metro Vancouver as well as a section on applying the guidance and how typical challenges and barriers can be overcome. A series of checklists support the usability of the guidelines for the target audience, local government planning and design professionals, while references to supportive local guidance and international academic research provide a further layer of support for those involved in community planning and design.

The Design Guidelines are available online at:
http://www.translink.ca/en/Plansand-Projects/Transit-Oriented-Communities/Resources.aspx

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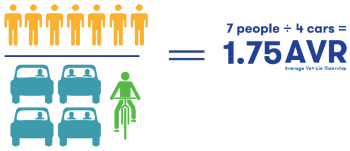
SANTA MONICA TMO

Santa Monica, California



SDG recently began working with the City of Santa Monica on a three year contract to start a brand new Transportation Management Organization within the City. SDG has been working on the strategic planning and launch preparation phase.

The TMO is tasked with reducing Single Occupancy Vehicle (SOV) trips across Santa Monica for employers, visitors and residents. The City has set aggressive trip reduction goals for the TMO and will require us to reduce SOV commutes from the current 60 percent to 50 percent.

In order to ensure that the TMO would meet the needs of the Santa Monica community, SDG started the strategic planning process by hosting a series of Stakeholder meetings and gathering input and insights from a variety of community leaders, employers, residents, City staff, transit providers and more.

SDG also put together an Advisory Team made up of community leaders, residents, visitors, and key City Staff members. The Stakeholder feedback and Advisory Team input is currently being used to put together a Mission, Vision and Work Plan for the TMO.

MOSCOW TRANSIT HUBS-FIRST/LAST MILE

Moscow, Russia

In 2012 the Moscow Government announced plans to double the size of the city territory, including creating a high quality walking and cycling environment in residential areas and districts up to 10km from the city centre. Steer Davies Gleave supported an international team working for a Government institute responsible for integrated transport projects.

The aim was to make routes more pleasant, safe, and comfortable and thereby encourage more people to walk. We produced a pedestrian route improvement strategy for walking catchments of 1.2 kilometers (or a 15 minute walk) around 35 metro stations.

The output was a design solution for each route, with accompanying design guidance for wider application.

3 Firm Experience - Steer Davies Gleave

ORANGE COUNTY COMPLETE STREETS INITIATIVE DESIGN HANDBOOK

Orange County, California

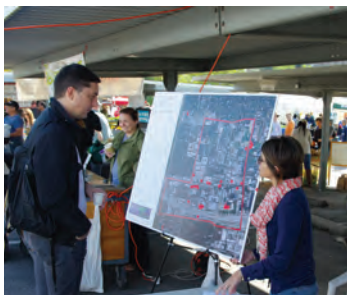
Creation of a Complete Streets design guidance document to help inform the design and operation of a transportation network that is context sensitive and enables safe access for all users. The guide will also help Orange County jurisdictions comply with the California Complete Streets Act (AB1358) 2008.

SDG undertook a comprehensive Needs Assessment Survey of all Orange County jurisdictions which showed that Complete Street principles are often being applied in projects, however many jurisdictions had not adopted a specific Complete Streets policy, and furthermore they faced barriers to implementing Complete Streets including limited public funding and a lack of information or technical expertise.

SDG developed a suite of flexible policies and design guidance that could help address these issues, specifically tailored to suit the character, use, and capacity of all street types within the diverse transportation network of Orange County.

GREENWAY PLAZA BICYCLE AND PEDESTRIAN PLAN STUDY

Houston, Texas



As part of Houston-Galveston Area Council's Special Districts Program, Greenway Plaza was identified as an area of Houston where there are significant opportunities to replace vehicle trips with pedestrian and bicycle travel. Steer Davies Gleave was appointed to analyze needs and barriers to pedestrian and bicycle mobility and identify prioritized, costed infrastructure improvements.

Steer Davies Gleave carried out a detailed site analysis, public workshops and a review of existing documents and plans to identify opportunities to create walkable and bikeable neighborhoods around Greenway Plaza. Working with stakeholders to 're-imagine' and 're-invent' existing public and private spaces a series of interrelated concepts were developed, which will ultimately help improve accessibility and the urban realm quality.

Site specific Complete Streets Interventions were designed and presented to support communication and public engagement, and build consensus for the scheme en locations for interventions were identified. These included a new protected bicycle corridor on Buffalo Speedway, a Complete Streets redesign for Timmons Lane, an off-street multi-use green trail, an integrated wayfinding system for the area, a bicycle hub, and the conversion of parking spaces in local strip malls to parklets and pocket spaces. The interventions were focussed on improving safety and facilities for pedestrians and cyclists. The study included prioritization of projects, potential implementing entities, and funding sources.

VICTORIA TRANSPORT INTERCHANGE

London, UK

Transport for London's Interchange Best Practice Guidelines, 2009 were launched by Mayor of London, Boris Johnson, and Minister for London, Tessa Jowell, at the official opening of the new Northern ticket hall at King's Cross St Pancras Underground Station. The guidelines are available in two parts: first, printed quick reference guide – setting out top level principles and the key considerations related to interchange design. Second, website with detailed guidance on each key consideration, case studies, and links to existing detailed design guidance from TfL and other bodies: The updated guidelines:1. Provide a practical tool for those involved in the planning, design and operation of transport interchanges; 2. Provide a framework for evaluation of the quality of existing and proposed interchanges, based on established appraisal techniques. 3. Raise awareness of TfL's understanding of best practice, encourage its promotion and adoption by all parties; 4. Assist in the preparation of broader planning policies such as Local Development Frameworks; 5. Act as a portal to access useful and related best practice information and guidance; and 6. Ultimately, improve the quality and consistency of interchange planning, design and operation.

In developing the guidance Steer Davies Gleave undertook a comprehensive review of current guidance and policy related to interchange; 1:1 meetings with key stakeholders across London including Design for London, accessibility groups, CABE, DfT, TfL Directorates; and reviewed interchange facilities in key UK

3 Firm Experience - KOA Corporation

Washington/National Specific Plan EIR

Culver City, California

KOA conducted the traffic analysis for the Culver City Washington/National Specific Plan EIR. The proposed project area consisted of 35.89 acres in the City of Culver City, and an additional 4.33 acres of land in adjoining properties in the City of Los Angeles, for a total study area of 40.22 acres. The first phase of development was linked to the anticipated completion of the Exposition Light Rail Transit Station at Washington and National in 2010; the second phase anticipated a build out of the area by 2020. An alternative build out scenario addressed reduced residential use. KOA analyzed the traffic impacts of each phase of the proposed plan at 38 intersections, as well as on area-wide roadway and freeway segments. The analysis also addressed the adequacy of parking, as well as pedestrian circulation.

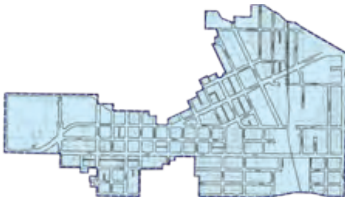
Fullerton Transportation Center Specific Plan EIR Traffic Analysis

Fullerton, California

KOA conducted a traffic study for the City's 35-acre transportation center mixed-use project located in Downtown Fullerton. It is generally bounded by Commonwealth Avenue on the north, Lawrence Avenue on the east, Harbor Boulevard on the west, and Walnut Avenue on the south, including an industrial area south of Walnut Avenue lying between Harbor Boulevard and Lawrence Avenue. The study analyzed existing conditions for streets in the project vicinity and determined the project traffic impacts for the area in the near-term and over the next two decades. KOA reviewed the project location and the 50 study intersections in the field to observe and inventory roadway geometrics, existing traffic operations, and relevant information during peak hours. Peak-period intersection traffic analysis was conducted for existing traffic conditions for each of the study intersections during the AM and PM peak hours. KOA evaluated future with and without project conditions using land use data from the City's Planning Department. This project won the American Planning Association California Chapter, 2011 Neighborhood Planning Award.

Transit Zoning Code

Santa Ana, California



KOA completed a traffic impact study associated with an EIR for the City's 440-acre Renaissance Specific Plan. KOA worked closely with the prime consultant to conduct the study and assessment. The specific plan's limits were approximately bounded by Flower Street on the west, Grand Avenue to the east, Civic Center Drive to the north, and First Street to the south, within a total of 440 acres of study area. The study analyzed the traffic impacts upon the surrounding street system based upon land use and circulation changes identified in the Renaissance Specific Plan. A total of 50 intersections were analyzed for the existing conditions, interim conditions, and general plan long-range conditions. This project won the American Planning Association California Chapter, Orange Section, 2011 Outstanding Focused Issue Award.

Mangrove Estates Mixed Use, Transit Oriented Development Project

City of Los Angeles, California

KOA conducted a traffic impact study, under the environmental documentation effort, for the proposed Mangrove Estate mixed-use and transit-oriented development (TOD) project. The proposed Project site was located within the City of Los Angeles and adjacent to the Little Tokyo Metro Gold Line station. Project plans anticipated that the land uses would accommodate as much as 1.2 million square feet of floor space. Within this space, 445 residential units, 83 live/work units, 500,000 square feet of office, 25,000 square feet of community space, and 200,000 square feet of retail was planned. The traffic study area included 22 study intersections. KOA also analyzed the trip generation and potential traffic impacts associated with four project alternatives. KOA worked closely with planning staff at the City to develop a trip generation analysis that best represented the expected split of vehicle trips, pedestrian trips, and transit trips.

Washington Boulevard Gold Line TOD Study

Southern California Association of Governments

For the Washington Boulevard alternative of the Gold Line extension, KOA evaluated new north-south pedestrian and/or roadway and transit connections that would improve connectivity for each station study area, and provided strategies for addressing the "last-mile/first-mile" transportation linkage problems typical of low-density station areas. KOA also analyzed the impacts of Fortune development within one half mile of each station on both traffic and circulation.

4 Project Leadership - Johnson Fain

DAVID ALPAUGH *Principal, Urban Design + Planning*

David will be the Principal in Charge and Senior Project Manager and the primary point person for the Culver City Staff. He Johnson Fain in 1994, and has more than 40 years of professional experience in the areas of urban design, community planning, and facilities programming. David manages urban design and planning for multiple projects in the office including both public and private clients throughout the United States. He is well known for his work on a broad range of project types, from transportation-oriented development to major mixed-use projects and has a particular interest in community participation in the planning and design process.

During his early training in architecture, David developed his interests in pre-design programming, decision-making processes, and community design, interests that were furthered in his graduate studies at UCLA focused on the behavioral foundations of design and planning. Prior to joining Johnson Fain, he consulted with public agencies, and worked in private firms and for a non-profit development group in Watts. He has great depth and breadth of experience and truly enjoys developing and leading the community outreach, engagement and workshops.

David's recent work includes master planning for numerous large biotechnology companies, master planning for two urban infill communities in Hawaii, and large-scale regional plans for resort districts in Hainan, China. He also managed the Urban Design Framework Plan and Design Standards for The Village at Playa Vista, which was named Best Focused Planning Project in 2006 from the Los Angeles Section of the American Planning Association; and managed the River Town Concept Plan, which received an AIA/Los Angeles NEXT LA Award Citation for Cityscapes, and an AIA California Council, Urban Design Merit Award. His key qualifications and experience includes:

- Culver City Washington and National Transit Area Specific Plan | Culver City, California
- Culver City Town Plaza | Culver City, California
- Culver City Triangle Site | Culver City, California
- Anaheim Resort District Transit Center Master Plan | Anaheim, California
- Fullerton Transportation Center | Fullerton, California

Education
Master of Arts in Architecture and Urban Planning
UCLA Graduate School of Architecture and Urban Planning
1974

Bachelor of Architecture
North Carolina State University
1970

Community Service
Los Angeles Department of City Planning, Westwood Community Design Review Board Member
2003- 2011

5 Project Team - Johnson Fain

WILLIAM H. FAIN, JR., FAIA *Partner / Director of Urban Design + Planning*

Bill is an architect and urban designer with an international reputation and a long list of professional honors. He is a native Californian who took degrees from UC Berkeley and Harvard's Graduate School of Design. Fain worked with Jacquelin T. Robertson as an urban designer in the Office of Midtown Planning & Development of New York City during the Lindsay administration. Continuing his work in the public sector, he served as senior architect and urban designer for the Boston Redevelopment Authority and senior architect and urban designer for New Community Development Corporation in Washington, D.C. Later he joined Pereira Associates in 1980 as Director of Urban Design, and transitioned the firm to its current title since its inception in 1987. During his career, he has won two separate Fellowships from the National Endowment of the Arts and Humanities and was the recipient of a Rome Prize Fellowship at the American Academy in Rome, Italy. He has taught at Harvard University, the Southern California Institute of Architecture and the University of California at Berkeley.

Mr. Fain has practiced architecture and urban planning for over 40 years. He is the managing partner and directs master planning and urban design for Johnson Fain. With extensive experience in urban design, community planning, downtown redevelopment and transit-oriented development, his career has focused on advancing the practice of urban design as a bridge between the public good and private benefit. His projects have won several national AIA and Progressive Architecture awards.

He frequently writes and lectures on urban design and planning and is the author of the recent book *If Cars Could Talk: Essays on Urbanism*. He and his partner Scott Johnson received the Gold Medal from the American Institute of Architects | Los Angeles in 2008. The Gold Medal is the highest award for individuals. Bill is a Past President of the AIA | Los Angeles. He has lead and directed all the Johnson Fain urban design and planning projects during the last 30 years.

Registered
Architect: California
License Number C-7786
1973

Education
Master of Architecture & Urban Design, Harvard University
1975

University of Manchester, England
1970

Bachelor of Architecture, University of California, Berkeley
1968

5 Project Team - Steer Davies Gleave

PETER PIET, PROJECT DIRECTOR *Associate Director and Deputy Head of Planning*

Peter has over 30 years' experience of public space design focused on balancing the movement and place functions of streets. His early career was spent working large-scale urban developments in the Middle East before returning to the UK to manage his own landscape practice specialized in streetscape design and town center regeneration projects. In 2003 he joined Project Centre as Director of Urban Design to deliver such as Walworth and Exhibition Roads, London. In 2008, he joined Martha Schwartz Partners as Director of Middle East Projects to manage a portfolio of iconic schemes before joining the international transport consultancy Steer Davies Gleave in 2011. As an Associate Director he is responsible for a wide of mobility and public realm projects across the globe.

Peter has worked on a wide range of projects related to mobility and the public realm. These include integrated transport projects, signage and wayfinding schemes, walking and cycling mobility studies and designs, proposals for first and last mile improvements around transit hubs, street corridor studies, and downtown urban design / landscape strategies. Peter is an expert in Complete Street design utilizing the interdisciplinary skills of urban design, landscape architecture, highway design and movement modeling. Most of these commissions have involved a wide range of techniques to ensure public and stakeholder engagement such as presentations, questionnaires, exhibitions, workshops, design charettes, one to one interviews, and focus groups. Peter's key qualifications and experience includes:

- Orange County Complete Streets Initiative | Orange County, California
- Greenway Plaza Special District Bicycle and Pedestrian Plan | Houston, Texas
- Central Square Bus and Rail Station Integration Study | Cardiff, Wales
- 35 no. Metro Transit Hubs first & last mile plans | Moscow, Russia
- Mobility Master Plan | Queretaro, Mexico
- Mississauga Downtown Plan & Hurontario Main Street LRT Mississauga & Brampton, Canada
- Kingston Town Centre Movement Strategy & Active Transportation Plan | London, UK
- Puerto Rico Complete Street Plan and Design Guide | Puerto Rico, USA
- Colorado Boulevard Road Diet Expert support | Pasadena, California

Education
Master of Arts Landscape Design
University of Sheffield
1981

Bachelor of Science, Environmental Sciences
Aberystwyth University
1979

Registered
Chartered Member of Landscape Institute
1984

Recent Conference Presentations
"Movement & Place" at Rail-Volution in San Francisco (Oct 2016)
"Walking the first and last mile Moscow Metro Hubs" at Walk21 Vienna (Oct 2015)

ANDREA PAVIA *Project Manager - Principal Consultant, Urban Design & Planning*

Andrea is an urban designer with over a decade of domestic and international professional experience. During his career he has collaborated in the design and development of a number of master plans for Transit Oriented Development (TOD), mixed-use, office, campus, and residential complexes in California and the US, as well as for city additions in China, and in the design of public and private open spaces. Prior to joining SDG, Andrea was senior urban designer/planner at The Jerde Partnership. Before that he worked as an urban designer for NBBJ and the Harvard University Planning Office in Boston, where he was also adjunct instructor in urban design at the Boston Architectural College.

Andrea is in an ideal position to successfully resolve the interface between the transportation project and its urban context. He can conceptualize and develop resilient urban design frameworks to reinforce the mobility, economic, land use, and open space elements of the plan, while enhancing the local milieu. He has experience in the design of city renewal and TOD, like the Detroit Civic Center MP and the Fullerton TOD MP; in city additions, such as the winning plans for the Nanjin Huxi Development MP and the Fuyang City Zhongsha Island MP in China; and in foundational cities, including the Free State of South Africa Government City MP.

- Route 34 Corridor Redevelopment Plan* | City of New Haven, Connecticut
- Detroit Civic Center Master Plan* | Detroit, Michigan
- Foxtown Entertainment District Master Plan* | Detroit, Michigan
- Expo Line Station TOD MP and Concept Design* | Santa Monica, California
- Sears San Jose Redevelopment Master Plan* | San Jose, California
- Culver City Town Plaza Concept Design* | Culver City, California

*with former employer

Education
Master of Arts, Urban Design
Harvard University
2011

Master of Science, Architecture
Roma Tre
2001

Professional Memberships
APA California Chapter
AICP Certification (Undergoing)

Registered
Architect
Board of Architects of Rome 2003

5 Project Team - Steer Davies Gleave

CRAIG NELSON, *Smart Cities Expert and Associate, Head of Technology*

Craig has ten years' experience of working as a consultant in the transport industry. Since joining SDG in 2008, Craig has lead numerous web-based digital information projects that provide multi modal journey planning tools and live information via dedicated website portals and mobile applications. Craig is currently working with USDOT as an expert for the ATIS 2.0 project which is aiming to shape the next generation of traveler information systems in the USA.

He also has experience with designing and implementing database driven web-projects such as online consultation portals, Customer Relationship Management tools, trip-tracking systems and Commuter Challenge gamification websites. He also provides strategic advice to governments, transportation operators and private companies on the use of digital technologies for information provision, customer engagement, decision making and market research.

His key qualifications and experience includes:

- Valley Metro Website | Phoenix, Arizona
- Sound Transit Mobile Site | Seattle, Washington
- MTS San Diego Website | San Diego, California
- MTS Intranet | San Diego, California
- SHIFT TDM Portal and Interactive Map | San Diego, California
- OKC EMBARK Website | Oklahoma City, Oklahoma
- Swindon Travel Choices | Swindon, UK

Education
PhD
University of Aberdeen
2005

Master of Arts, Geography (Honors)
University of Aberdeen
2000

Association for Project Management (APM)

Selected Papers
'Dynamic Journey Planning using Real Time Information' International Institute of Information Design Expert Forum, Vienna 2010

MARY RIEMER, TRANSPORTATION PLANNER *Senior Consultant*

Mary has a robust background in transit and multimodal transportation planning spanning across the United States and Canada. Her technical knowledge paired with a penchant for strong communication skills has set her apart as an effective leader and project manager. Mary has been able to leverage these skills alongside her enthusiasm for the connection between transportation, land use planning and innovation. Her passion for communicating the possibilities of innovative planning recently led Mary to present her research as part of the International Computers in Urban Planning and Urban Management conference at MIT.

Mary thoroughly understands the importance of land uses that support multimodal transportation options. She has dedicated experience building relationships and working with municipalities and stakeholders on encouraging TOD principles and realizing successful outcomes at the area, local and regional level.

Some of Mary's key qualifications and recent experience includes:

- Orange County Complete Street Initiative | Orange County, California
- Greenway Plaza - Houston, Bike/Ped Study | Houston, Texas
- False Creek Flats Area Plan | Vancouver, Canada
- Central Waterfront Hub Framework Implementation | Vancouver, Canada
- City of North Vancouver Official Plan | Vancouver, Canada
- Station Area Plan Pilot Project | Waterloo, Canada

Education
Master of Arts, Planning
University of Waterloo
2014

B.ES Planning
University of Waterloo
2010

Professional Memberships
American Planning Association
Urban Land Institute

5 Project Team - KOA Corporation

JOEL FALTER *Principal, Transportation Planning*

Joel is a Principal with KOA Corporation. He has more than 35 years of experience in the field of transportation. He has prepared a wide variety of transit corridor studies for bus and rail projects, area-wide transportation plans, traffic engineering studies as well as parking, complete streets, active transportation, neighborhood circulation, goods movement and pedestrian studies for agencies, cities, counties, and private development projects. He has also participated in the preparation of numerous CEQA/NEPA documents. Mr. Falter has developed and applied a wide range of travel forecasting models for a variety of planning studies. He is experienced in working with the public to help develop consensus on controversial and/or challenging projects. He has also published articles and led webinars on a variety of transportation subjects.

His key qualifications and experience includes:

- Washington/National Specific Plan EIR | Culver City, CA
- SCAG Washington Boulevard Gold Line TOD Study | Southern California Association of Governments
- Mangrove Estates Mixed Use, Transit Oriented Development Project | City of Los Angeles
- South Bay Metro Green Line Extension
- La Cienega TOD

Education
Master of Science
Transportation Engineering
UC Berkeley, Berkeley, California
1980

Bachelor of Science
Transportation and Regional Planning
SUNY Buffalo, Buffalo, New York
1979

Affiliations
Women's Transportation Seminar (WTS), Member

American Planning Association (APA), Member

BRIAN MARCHETTI, AICP *Senior Transportation Planner*

Brian is a Senior Transportation Planner at KOA Corporation, managing traffic impact, circulation, parking, and transit planning studies. He has 21 years of experience in the industry. He has extensive experience with TRAFFIX impact analysis and Synchro signal coordination software packages, and multimodal impact approaches to studies. Brian has produced studies for environmental documentation on multiple projects, ranging from large commercial centers, mixed-use development projects, residential tract developments, public utilities projects, public facility and park projects, institutional and school facility traffic impact and pedestrian access projects, to transit and station interface projects. He is a certified Transportation Planner with the American Institute of Certified Planners (AICP), #016504.

Some of Brian's key qualifications and recent experience includes:

- SCAG Washington Boulevard Gold Line TOD Study | Southern California Association of Governments
- Mangrove Estates Mixed Use, Transit Oriented Development Project | City of Los Angeles
- Temple City Rosemead Boulevard Safety Enhancements Design/Study | Temple City, CA

Education
Bachelor of Science
Urban & Regional Planning, California State Polytechnic University, Pomona
1995

Registered
American Institute of Certified Planners #016504, 2001

Affiliations
American Planning Association –Member

Southern California Planning Congress – Vice President of Communications

Los Angeles County Regional Planning History Association

American Institute of Architects – Pasadena & Foothills Chapter

6 Resource Matrix and Schedule

TEAM RESOURCE ALLOCATION

(Hours by Task and Staff Position)

	TASK GROUP 1: BACKGROUND REVIEW GOALS & OBJECTIVES	*TASK GROUP 2:* EXISTING CONDITIONS ANALYSIS	*TASK GROUP 3:* COMMUNITY ENGAGEMENT	*TASK GROUP 4:* IDENTIFY & PRIORITIZE OPTIONS	*TASK GROUP 5:* IDENTIFY PLANNING & LEGAL PARAMETERS	*TASK GROUP 6:* DRAFT SUMMARY REPORT	TOTAL *(Hours)*
JOHNSON FAIN							
Partner	4	8	32	16	2	4	66
Principal	24	16	128	40	8	32	248
Senior Urban Designer	8	8	32	40	8	0	96
Staff	40	40	256	80	0	40	456
SUBTOTAL	76	72	448	176	18	76	866
STEER DAVIES GLEAVE							
Director	0	0	64	0	32	24	120
Associate Director	4	8	80	20	4	8	124
Associate	0	0	32	0	0	32	64
Principal Consultant	32	16	36	30	4	72	190
Senior Consultant	28	24	36	40	16	16	160
Consultant	0	0	0	40	0	40	80
Assistant Consultant	0	40	28	40	0	40	148
SUBTOTAL	64	88	276	170	56	232	886
KOA							
Principal Planner	2	2	16	8	0	8	36
Senior Planner	8	4	4	16	0	16	48
Associate Planner	0	40	0	6	0	0	46
Assistant Planner	0	32	0	25	0	32	89
SUBTOTAL	10	78	20	55	0	56	219

TOTAL TEAM RESOURCE ALLOCATIONS

	TASK GROUP 1	*TASK GROUP 2*	*TASK GROUP 3*	*TASK GROUP 4*	*TASK GROUP 5*	*TASK GROUP 6*	*TOTAL*
Hours	150	238	744	401	74	364	1,971

7 Approach and Work Plan

PROJECT UNDERSTANDING

Culver City's growth into a more mature city over the past 20 years has yielded great benefits to the community, securing its position as an important and vibrant node in the regional urban fabric. In particular, the City's TOD planning efforts have created a higher density transit-served neighborhood that provides new high quality housing, retail, and employment opportunities while also improving regional mobility and air quality through reduced local reliance on the automobile. Work remains to be done to allow its residents to shift from a car-driven lifestyle to a multi-modal lifestyle. Many neighborhoods remain constrained by conditions that long pre-date the recent decades' planning accomplishments: limited access to and from the freeway and regional roads; a tangle of historical street grids; boundaries imposed by Ballona Creek and other natural geographic features and by the new Expo Line itself. And these constraints are exacerbated by the success of the City's and the region's growth and specific conditions imposed by its location bounded by other jurisdictions.

While we understand that the intended focus of the City's interests in the present Visioning Study is on the designated TOD, fostering multi-modal connectivity implies using a wider lens to account for origins, destinations, and paths-of-travel. The City would be well served to think beyond the indisputable success of its TOD experience and move toward a concept of Culver City as a "Transit Oriented Community." This would broaden and strengthen the scope of Transit Oriented Development at the municipal scale and establish an innovative framework that could become a model for the larger Los Angeles region. The goal is to allow people to drive less and walk, bicycle, and take transit more. A Transit Oriented Community can promote increased livability; improved sustainability – environmentally, socially and economically; and enhanced resiliency to retain the City's value as a great place to live, work, and visit, even as the surrounding urban environment and the needs of residents change.

In practice, this means concentrating higher-density, mixed-use, human-scale development around high-frequency bus stops and transit stations. It also means providing a well-connected and well-designed network of Complete Streets, and creating a walking and bicycling-friendly community around the Expo Line station, linking this major node with the other important nodes and functions of the City and of the surrounding jurisdictions. This must be done while carefully balancing regional and local mobility needs. We would therefore propose to look at the immediate project area, the TOD District, and at the contextual area including the Arts District and Downtown to the East and West, the Hayden Tract to the South and Venice Boulevard to the North, as well as to look toward traffic impacts and potential key connections with the City of Los Angeles. We would propose to define the study area as the area within the half-mile walk and 3-mile biking radiuses from the Expo Station. A goal will be to achieve meaningful transportation behavior change and reduce traffic congestion through a highly efficient, multi-modal transportation system, seamlessly integrated with surrounding land use and quality of place.

Working with stakeholders through an iterative series of workshops and other engagements using a variety of tools combining innovative online strategies with traditional planning techniques, we will focus on developing an integrated transportation strategy to encourage the use of sustainable alternatives, reduce drive-alone trips, and discourage some amount of regional vehicular traffic, in order to establish the base for a Transit Oriented Community framework for the next 10 years. Working with the community and the City, we will rely on our team's collective experience with a variety of measures and interventions such as Transportation Demand Management (TDM) -- a tool that can help fill transportation gaps; active transportation alternatives, including walking and biking; new transportation technologies; and Complete Streets road diet applications to enhance the user experience for pedestrians, cyclists, transit riders and drivers, as well as promote traveler choice. Particular attention will be given to First-Last Mile conditions with the aim to improve the user experience by supporting intuitive, safe and recognizable routes to and from the transit stations; to Safe Route to School factors to increase the number of children who will walk or bicycle to school by identifying and removing the barriers that currently prevent them from doing so; and to Wayfinding to clarify individual decision-making processes in relation to connectivity within the Transit Oriented Community.

PROPOSED SCOPE OF WORK

1. BACKGROUND REVIEW, GOALS, OBJECTIVES

1.1. Project Orientation. Confirm work plan, schedule, specific stakeholder engagement plan, and deliverables. Work with City to establish lines of communication. We recommend that the City convene a Project Steering Committee to serve as the guiding body for the course of the work on the Visioning Study.

1.2. Assemble and Review Existing Documentation. Review existing documentation including, but not limited to relevant plans, policies and permits; relevant sections of the General Plan, Zoning Code, Bicycle and Pedestrian Master Plan and the TOD District Streetscape Plan.

7 Approach and Work Plan

1.2.1. Land Use Inventory. Compile and analyze current, proposed and potential future development within and near the TOD, including recently entitled TOD projects.

1.3. Stakeholder Outreach. Meet with key stakeholders as identified by the City in focus group and/or individual interviews to establish baseline understanding of issues and conditions. Conduct individual interviews with all Council members.

1.4. Case Studies. Research comparables and benchmarks in world cities and prepare a presentation up to six (6) examples of benchmarking and best practice for Transit Oriented Communities and Complete Streets from other cities nationally and internationally, for public awareness and engagement.

1.5. Goals Confirmation. Meet with the Project Steering Committee to confirm project goals and objectives based on findings from available documentation and the stakeholder input.

2. EXISTING CONDITIONS ANALYSIS

2.1. Baseline Data Assembly. Establish baseline of existing traffic conditions.

2.1.1. Traffic Variables. Aggregate and analyze available traffic data for traffic speeds and volumes, accidents, school routes, cut through traffic and traffic controls.

- Review, survey and document existing traffic and circulation conditions in the TOD District and surrounding residential neighborhoods including the Downtown, Helms Bakery District and Culver City Arts District to get an understanding of the neighborhood context and to determine how the various TOD projects in the District may work together relative to mobility and local circulation and to reduce reliance on automobiles. Work with the City to determine the depth of study (locations, timeframes, etc.) within the study area.

- Compile existing data on posted traffic speeds, roadway segment and intersection turning movement volumes, and collisions. Will we also conduct field monitoring to observe traffic along school routes and areas of neighborhood cut through traffic, and we will review existing traffic controls in the area.

- Review potential Metro and Culver City Bus future transit improvement projects. Planned projects and timeframes will be documented for improvements within the study area, including the bus stop relocation project, bus stop furniture improvements, the bus signal priority project for Culver City, and the real-time bus arrival information system project.

2.1.2. Mode Splits. Catalog and analyze available data on mobility mode splits within the study area and its component neighborhoods.

- Perform a connectivity analysis and a Pedestrian Environment Review System (PERS) audit of the existing sidewalk conditions to analyze walking and cycling conditions around the station. Perform a first and last mile assessment following LA Metro Planning Guidelines. To identify areas to study for bicycle infrastructure investment we will use SDG's Cycling Potential Index.

- Map prevailing routes to schools in the study area

- Review existing traffic conditions by vehicle, pedestrian, and bicycle modes of travel, and provide related recommendations that can be used as input into the overall Plan. We will utilize recent traffic studies from the Culver Studios and Ivy Station. The I-10/Robertson Project study will be reviewed as well, for data within Culver City and Los Angeles that might apply to the study area.

- Perform supplemental bicycle and pedestrian peak period counts at up to five locations at major arterial intersections within the study area, to provide a solid basis of analysis for non-auto modes under existing conditions and travel patterns.

7 Approach and Work Plan

2.2. Mobility and Urban Design Parameters.

2.2.1. Traffic Patterns. Identify existing and proposed traffic and circulation patterns of the TOD District developments.

- Analyze the movement network using a layered network approach. The concept of layered networks recognizes that not all streets can serve all users effectively; thus, a layered network identifies which streets should be prioritized for specific users with the goal of providing a comprehensive network of streets to serve a specific user.

- Apply the layered networks to the Culver City TOD study area through two key methods.

    - Map out specific roadways based on expected users. These users should be prioritized for each identified street network (e.g. enhanced bicycle facilities where bicycles are preferred, wider lanes where trucks are preferred).

    - Modify the traditional local-collector-arterial roadway classification system to develop a roadway typology system that reflects prioritized users on the street as well as prevailing land uses and key destinations.

2.2.2. Urban Context Analysis. Identify and analyze current and proposed mobility and land use improvements within the study area. Map existing and proposed land uses and projects in development within the core TOD and the greater study area and illustrate major access routes and paths on both local and sub-regional levels. Prepare diagrams that show patterns in circulation and mobility and highlight key issues pertaining to them.

2.2.3. Opportunities and Constraints. Analyze urban design opportunities and constraints as regards movement within the study area at both local and broader study area scales. Prepare one or a series of maps and diagrams that summarize the key issues within each area and an issues summary presentation for the Project Steering Committee.

3. COMMUNITY OUTREACH STRATEGY AND ENGAGEMENT

We will engage with the Culver City community through a variety of means – through focused stakeholder workshops, walking tours of selected areas of the study area, and through online engagement using a variety of state-of-the-art digital tools.

3.1. Public Workshops. The specific structure of an engagement process needs to be carefully tailored to the composition, interests, and schedules of Culver City's various stakeholder constituencies, such that a design of a final detailed engagement plan will need to await the initial input and advice of the City, as well as the preliminary stakeholder interviews, described in the initial outreach and orientation efforts in Tasks 1.3 and 1.5 above. The outline of workshops below is a preliminary suggestion of how each work session might be focused on issues and interest groups, and how those workshops should support and inform the planning, design, and decision-making process represented by the balance of this proposed work plan.

3.1.1. Workshop Preparation. Successful workshops need to be carefully designed, with strong agendas, engaging activities, effective supporting materials, clear objectives, and appropriate follow-through. We will establish such agendas, publicize them through social media, and provide activities for each session of the workshop series. We will also, upon determination with the Project Steering Committee, draw from a pool of local and international experts from within the consultant team to present and engage the local community in presenting best practices on multimodal measures, Complete Streets, smart cities, travel behavior change, sustainable transportation, wayfinding and information design, transit benefit and finance, or other topics as identified in the final community engagement design process.

3.1.2. Workshop Series. We are prepared to conduct a series of up to eight (8) two- to four-hour workshops and walkshops designed to solicit community concerns and desires related to the study area's traffic and circulation. With a goal of being as inclusive as possible, we will seek to tailor the work session schedules to the interests and availability of the community's various segments, including area residents, business owners, developers and property owners, and transit riders. With the reservations noted in Task 3.1 above, we would seek to accomplish the following:

7 Approach and Work Plan

- Issues and goals (1 workshop). An initial plenary workshop for all concerned parties where the consultant team would prepare an informative presentation on existing conditions, maps and photo-documentation illustrating those conditions, and the Case Studies described in Task 1.4. Participants would be encouraged to describe their goals, report their concerns, to draw on maps, and to otherwise provide the consultant team with an overview of matters to be pursued in the course of the Visioning study.

- Specific conditions (4 workshop/walkshops). A round of work sessions with various constituencies would follow, focusing on specific locations and specific concerns. There are several ways in which this round might be organized: by neighborhood location, by category (resident, business, etc.), by issue, or by participant availability. This might involve a combination of four work sessions, both workshops and walkshops, depending on interests. Walkshops should have groups of no more than +/-12 persons to remain effective. Workshops should be of a scale where smaller break-out groups of +/-7 persons could focus on interactive activities designed to elicit recommendations and creative ideas. We would encourage thinking about compressing these four work sessions into two days, scheduled to allow for both daytime and evening participation.

- Synthesis of findings (1 workshop). After the round of work sessions in the field, another plenary session should follow in which the previous workshops' participants report back on their respective experiences and opinions, and the consultant team can summarize "what we learned" from the previous efforts. This should also be timed to coincide with the development of initial concepts for mitigating the issues observed, for initial feedback from the public.

- Draft review (1 workshop). Timed to coincide with the preparation of recommendations during Task 4.1.2, the consultant team will present preliminary concepts and options for review and comment by community stakeholders.

- Final presentation. We will present the final recommendations in a plenary session, prior to finalizing the Draft Report and its presentation to City Council.

3.2. Social Media. We will develop and apply a state of the art Online Engagement Tool with the aim of broadening the scope of the outreach effort, especially for those who feel less comfortable attending meetings, to assist in identifying and prioritizing for the future of the TOD study area. Based on a tried and tested interactive mapping approach used in the US, UK and Mexico, the tool will enable residents and stakeholders to provide comments based on a pre-set list of criteria and is particularly useful during the early stages of scheme development when generating ideas and considering priorities for investment.

3.2.1. Online Engagement Tool. The tool includes the following features. Web links to illustrate the tool's application in comparable projects will be provided upon request.

- Users may access online from home, and it may be used in public workshops to allow users to provide their comments in real time when they attend.

- A full-screen mapping application allows users to add a pin anywhere within a defined geographical area, providing location-specific comments, using pre-defined categories. This enables other users to understand the nature of the comment without having to open each comment individually. To add a completely new comment, users will simply click on the map where they would like to add something. They will be presented with a simple form to complete which would include title, theme, keywords and more general comments before it can be submitted.

- Respondents would also be able to provide a response to another respondent's comment with either an additional comment or sentiment (e.g. agree/disagree). We could look to color code the pins based on whether the sentiment is positive, negative or neutral.

- The username of each respondent will be clearly visible for each comment they have made.

3.2.2. Registration. We recommend that user registration be mandatory to be able to participate on the engagement platform – to protect against potential spamming, and to allow the City to collect information about those who have participated and also reengage with then at later date. Users may sign-up using either their Facebook or Twitter accounts.

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3.2.3. Technical Considerations. Application of the Online Engagement Tool includes the following specifications:

- Built to a responsive design template to ensure that it is functional across all platforms and devices seamlessly.
- Assume website will be hosted via our preferred third-party provider – fee includes hosting package.
- Desktop browser support can be accessed by Internet Explorer 11+, Microsoft Edge, Google Chrome (latest two versions), Mozilla Firefox (latest two versions), and Safari (latest version).
- Mobile operating system/browser support can be access using Android v4.4+: Google Chrome (latest two versions) and Mozilla Firefox (latest two versions); and using iOS v8+: Safari (latest version), and Google Chrome (latest two versions).

4. IDENTIFY AND PRIORITIZE OPTIONS

4.1. Prepare Mitigation Recommendations. Recommend holistic mitigation efforts to address the impacts.

4.1.1. Initial Concepts and Alternatives. Prepare up to three (3) alternative schemes incorporating innovative traffic control measures and mobility improvement recommendations based on the existing condition analysis, benchmarking and best practice, experts review, workshops outcomes and layered network approach studies.

4.1.2. Review Alternatives. Present the alternatives to the Project Steering Committee and review in a workshops setting with stakeholders for review and comments (see Task 3.1.2).

4.1.3. Refined Concepts and Preferred Alternatives. Based on comments received from the Steering Committee and in the public forum, select preferred approaches and refine the schemes to reflect those comments and modifications into one preferred recommended concept.

4.2. Recommend Methodology. Recommend methods for analyzing the cumulative traffic impacts of all future TOD projects that may potentially develop within the study area boundaries based upon potential area build-out, as can be defined by City land use plans and current permits within the development database.

4.3. Recommend Interventions. Based on the preferred concept(s) selected in Task 4.1.3, identify potential innovative traffic control measures, potential mobility improvements and a method to implement them to address the issues and opportunities identified in the Task 2 Existing Conditions Analysis and developed through the Task 3 Community Engagement activities.

5. PLANNING / LEGAL PARAMETERS

5.1. Define Toolbox. We will identify, categorize and prioritize public tools and interventions as a 'funding and legal toolbox' including, but not limited to, capital improvements, further studies (publicly or privately funded), ordinances, regulations, permit conditions, General Plan goals and policies, or other planning measures. We will work with the Project Steering Committee and other City staff to address a range of means for mitigating identified impacts, and provide implementation recommendations based on local, national, and international best practices and strategies.

5.2. Propose Implementation Plan. Recommend strategies for implementation and summarize in a technical memorandum to the City, to be incorporated into the final Draft Report.

6. SUMMARY VISIONING REPORT

6.1. Draft Visioning Report. Prepare a draft Visioning Summary Report based on the preferred option incorporating innovative traffic control measures and mobility improvements recommendations based on the public and Project Steering Committee determinations in Tasks 4.2 and 4.3. The report will incorporate, as appropriate, recommendation for the study area regarding TDM measures, applicable innovative transportation technology tools and techniques, and a high level wayfinding strategy.

6.2. Draft Review. We will present the draft report for review by the Project Steering Committee and in a final public workshop setting prior to finalizing the report. Comments received from these reviews will be incorporated into the final draft report.

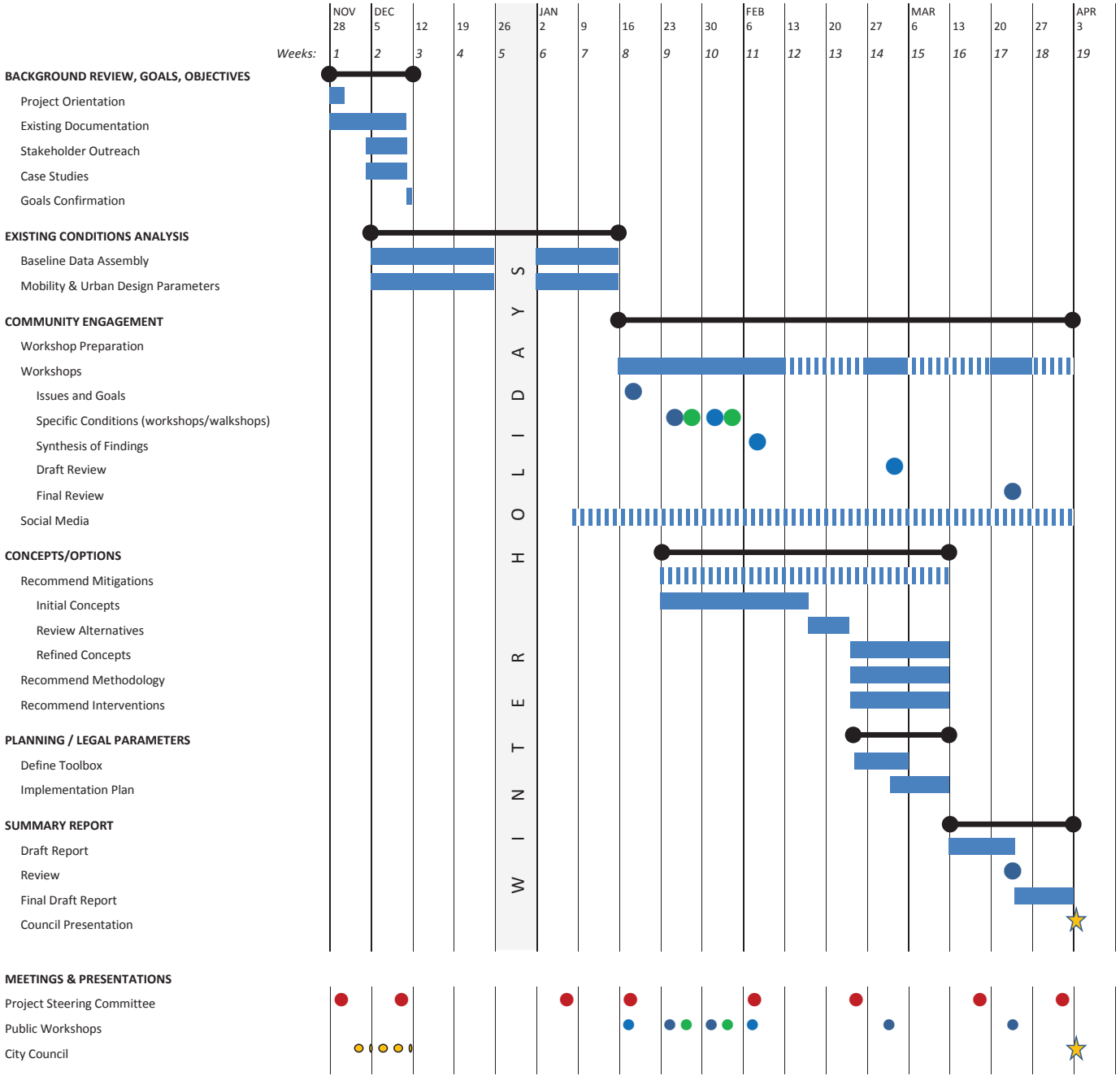
6.3. Council Presentation. Upon incorporation of comments from Task 6.2, we will present the final draft report to City Council.

8 Project Timeline

CULVER CITY TOD VISIONING STUDY

October 2016

PROPOSED SCHEDULE



9 Project Fee

		TASK GROUP 1: BACKGROUND REVIEW GOALS & OBJECTIVES		TASK GROUP 2: EXISTING CONDITIONS ANALYSIS		TASK GROUP 3: COMMUNITY ENGAGEMENT		TASK GROUP 4: IDENTIFY & PRIORITIZE OPTIONS		TASK GROUP 5: IDENTIFY PLANNING & LEGAL PARAMETERS		TASK GROUP 6: DRAFT SUMMARY REPORT		TOTAL	
	Rate	*Hours*	*Fee*	*Hours*	*Fee*	*Hours*	*Fee*	*Hours*	*Fee*	*Hours*	*Fee*	*Hours*	*Fee*	*Hours*	*Fee*
JOHNSON FAIN															
Partner	334	4	$1,336	8	$2,672	32	$10,688	16	$5,344	2	$668	4	$1,336	66	$22,044
Principal	206	24	4,944	16	3,296	128	26,368	40	8,240	8	1,648	32	6,592	248	51,088
Senior Urban Designer	137	8	1,096	8	1,096	32	4,384	40	5,480	8	1,096	0	0	96	13,152
Staff	110	40	4,400	40	4,400	256	28,160	80	8,800	0	0	40	4,400	456	50,160
SUBTOTAL		76	$11,776	72	$11,464	448	$69,600	176	$27,864	18	$3,412	76	$12,328	866	$136,444
STEER DAVIES GLEAVE															
Director	250		$0		$0	64	$16,000		$0	32	$8,000	24	$6,000	120	$30,000
Associate Director	180	4	720	8	1,440	80	14,400	20	3,600	4	$720	8	1,440	124	$22,320
Associate	155					32	4,960					32	4,960	64	9,920
Principal Consultant	145	32	4,640	16	2,320	36	5,220	30	4,350	4	580	72	10,440	190	27,550
Senior Consultant	120	28	3,360	24	2,880	36	4,320	40	4,800	16	1,920	16	1,920	160	19,200
Consultant	110		0	0	0		0	40	4,400		0	40	4,400	80	8,800
Assistant Consultant	95		0	40	3,800	28	2,660	40	3,800		0	40	3,800	148	14,060
SUBTOTAL		64	$8,720	88	$10,440	276	$47,560	170	$20,950	56	$11,220	232	$32,960	886	$131,850
KOA															
Principal Planner	268	2	536	2	536	16	$4,288	8	$2,144		0	8	2,144	36	$9,648
Senior Planner	203	8	1,624	4	812	4	812	16	3,248		0	16	3,248	48	9,744
Associate Planner	136		0	40	5,440		0	6	816		0		0	46	6,256
Assistant Planner	98		0	32	3,136		0	25	2,450		0	32	3,136	89	8,722
SUBTOTAL		10	$2,160	78	$9,924	20	$5,100	55	$8,658	0	$0	56	$8,528	219	$34,370
TOTAL PROJECT FEES		150	$22,656	238	$31,828	744	$122,260	401	$57,472	74	$14,632	364	$53,816	1,971	$302,664

REIMBURSABLE EXPENSES

General [1]	$2,636	$6,085	$17,098	$7,697	$1,410	$6,245	$41,171
International flights for experts (allowance) [2]			$4,500				$4,500
Outreach web tool for 6 months [3]			$20,000				$20,000

NOTES

[1] AIA standard reimbursable expenses billed at cost, without mark-up. Reimbursable expenses include prints, plots, photo- and photo-related costs, reprographics, express/messenger costs and mileage at current IRS rates. Expenses for the proposed Stakeholder Engagement program are inclusive of materials required for operating the workshops and walkshops. We have assumed that the City of Culver City will provide a database of noticing lists, will assist with initial noticing, and will secure the use of facilities for the workshop at no additional expense to the consultant.

[2] Assumes up to three (3) person-trips for SDG subject experts for participation in community engagement process, needed as determined in discussions with the City.

[3] SDG's proprietary issue-based online engagement tool is offered for a fixed cost of $20,000. This fee covers hosting and maintenance for the outreach platform for the life of the engagement program as well as analysis of the data collected. We have assumed that there will be one period of engagement activity for up to eight (8) months (with an expected six (6) months of intensive use and two (2) additional months for viewing) and have priced this accordingly; longer term access to our engagement platform can be bought for an additional fee. We will provide web design and tool customization following the City's input and graphic design guidelines.

10 Addendum 1 Acknowledgement

JOHNSON FAIN

CITY OF CULVER CITY

9770 CULVER BOULEVARD, CULVER CITY, CALIFORNIA 90232-0507

(310) 253-6550
•
FAX (310) 253-6564

October 13, 2016

CONSULTANT SERVICE TO CONDUCT A VISIONING STUDY AND PREPARE RECOMMENDATIONS FOR THE CULVER CITY TRANSIT ORIENTED DEVELOPMENT (TOD) DISTRICT

TOD-RFP: ADDENDUM NO. 1

Please note the following change to the Request for Proposals for the above-indicated project:

- **Page 4 - PRELIMINARY PROJECT SCHEDULE:**

  The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this bid process as follows:

RFP Released:	September 19, 2016
Deadline for Receiving Questions:	October 17, 2016
Response to Questions:	October 19, 2016
Proposals Due:	October 27, 2016, 3:00pm (PST)
Finalists Selected:	November 3, 2016
Presentations/Interviews:	November 8, 2016
Vendor Awarded:	November 28, 2016

- **EXHIBIT A – Supplemental Terms and Conditions, Legal Statements and Insurance Requirements:**

  For a complete list of the City's RFP submittal terms and conditions, legal statements, and insurance requirements, please refer to "Exhibit A" attached hereto.

It is required of all Proposers to attached to their RFP a copy of addenda which have been signed and dated by the Proposer.

Receipt Acknowledged (Date): October 17, 2016

Propers' Signature: 

Proposer's Name (Print/Type): Johnson Fain - William H. Fain, Jr., FAIA, Co-President

Proposer' Address: 1201 North Broadway | Los Angeles, CA 90012

End of Addendum No. 1

Culver City Employees take pride in effectively providing the highest levels of service to enrich the quality of life for the community by building on our tradition of more than seventy-five years of public service, by our present commitment, and by our dedication to meet the challenges of the future.

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